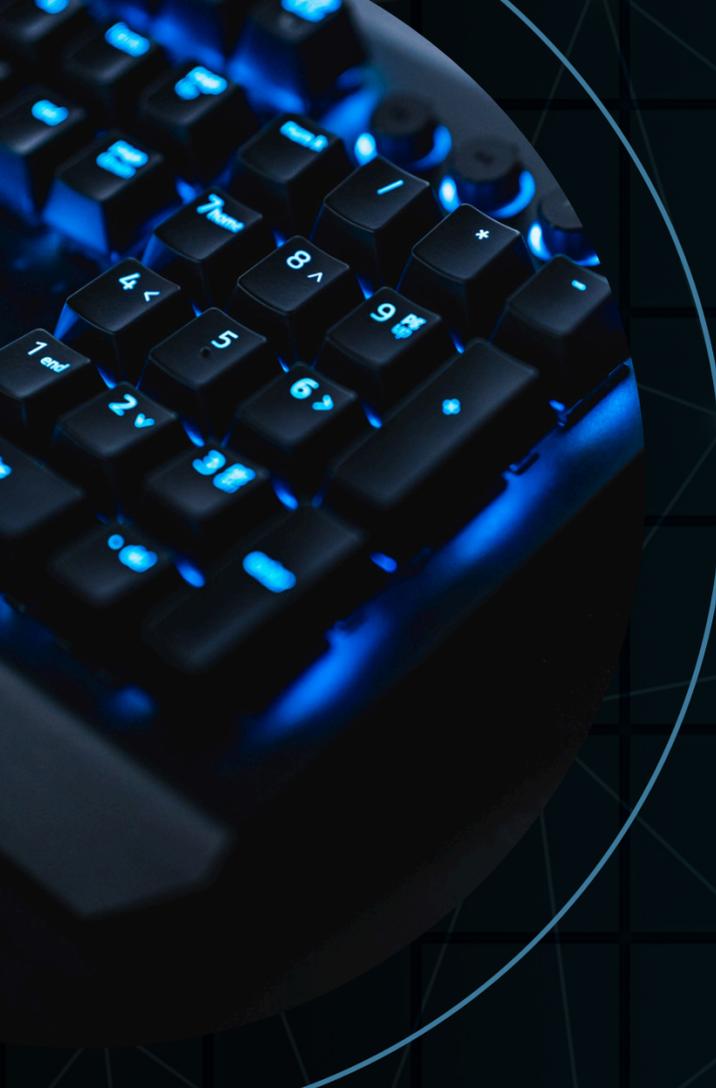


HOME

Reporting, Analysis & Client Communication

Turning Data into Decisions

by
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Why This Session Matters

Goal: Build a culture where data isn't just collected, it's understood and communicated clearly.

Key Points:

- Reporting builds trust
- Analysis drives strategy
- Communication ensures action

"Numbers inform. Insights inspire action."



The Reporting-Analysis-Communication Loop



HOME

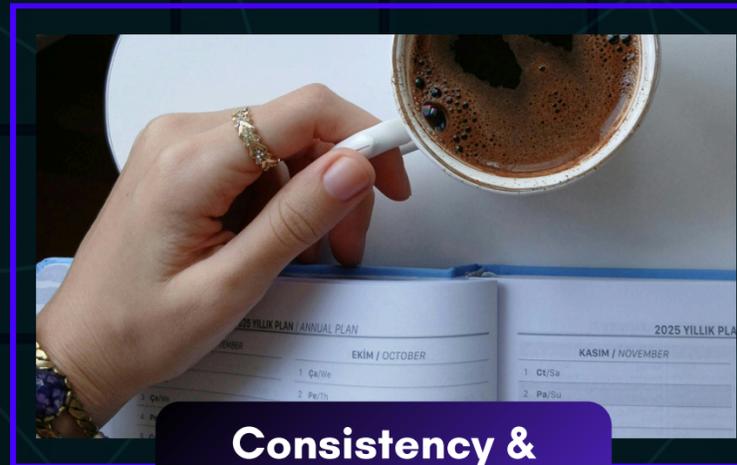
Reporting: The Foundation of Transparency

Key Principles:



**Accuracy >
Volume**

Don't flood with numbers



**Consistency &
Timeliness**

Same time, same format



Clarity

Make it readable in 60 seconds

GOOD REPORT = SNAPSHOT VIEW + VISUAL CONTEXT + SHORT COMMENTARY

Structure of a Good Report

1. Executive Summary – quick overview
2. Core Metrics – Spend, CTR, CPA, ROAS
3. Breakdowns – Campaigns / Regions / Devices
4. Visuals – Tables, charts, or trendlines
5. Insights Section – interpretation

Avoid data dumps – highlight what matters.



Common Reporting Pitfalls



- Too much data, no narrative

- Missing context (why metrics changed)

- Automation without analysis

Always end a report with one insight or recommendation.

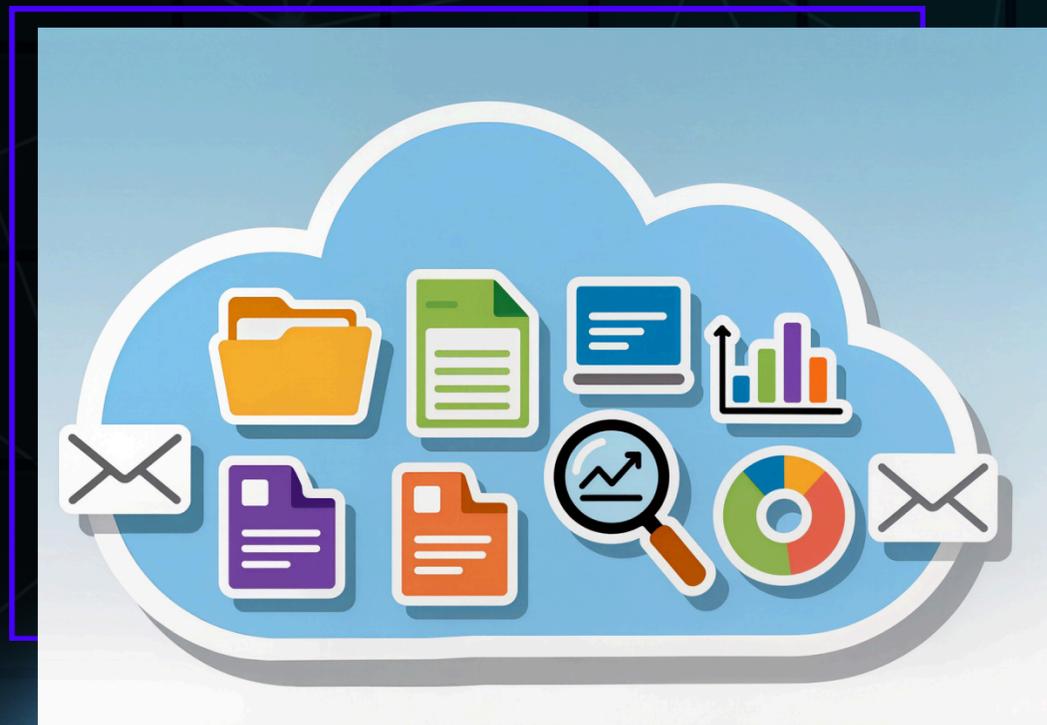
Analysis: Finding the “Why”



Type	Purpose	Example
Descriptive	What happened	CTR ↓ 12%
Diagnostic	Why it happened	Creative fatigue
Predictive	What's likely next	Lower CTR if trend continues
Prescriptive	What to do next	Refresh top creatives

Ask: “What changed?” → “Why?” → “So what?”

Tools & Tips for Better Analysis



- Use Looker Studio for visualization
- Google Sheets / Airtable for deep dives
- Add notes or “insight boxes” below charts
- Compare WoW / MoM trends
- Use color codes & arrows to make trends clear

If it takes more than 10 seconds to understand – simplify.

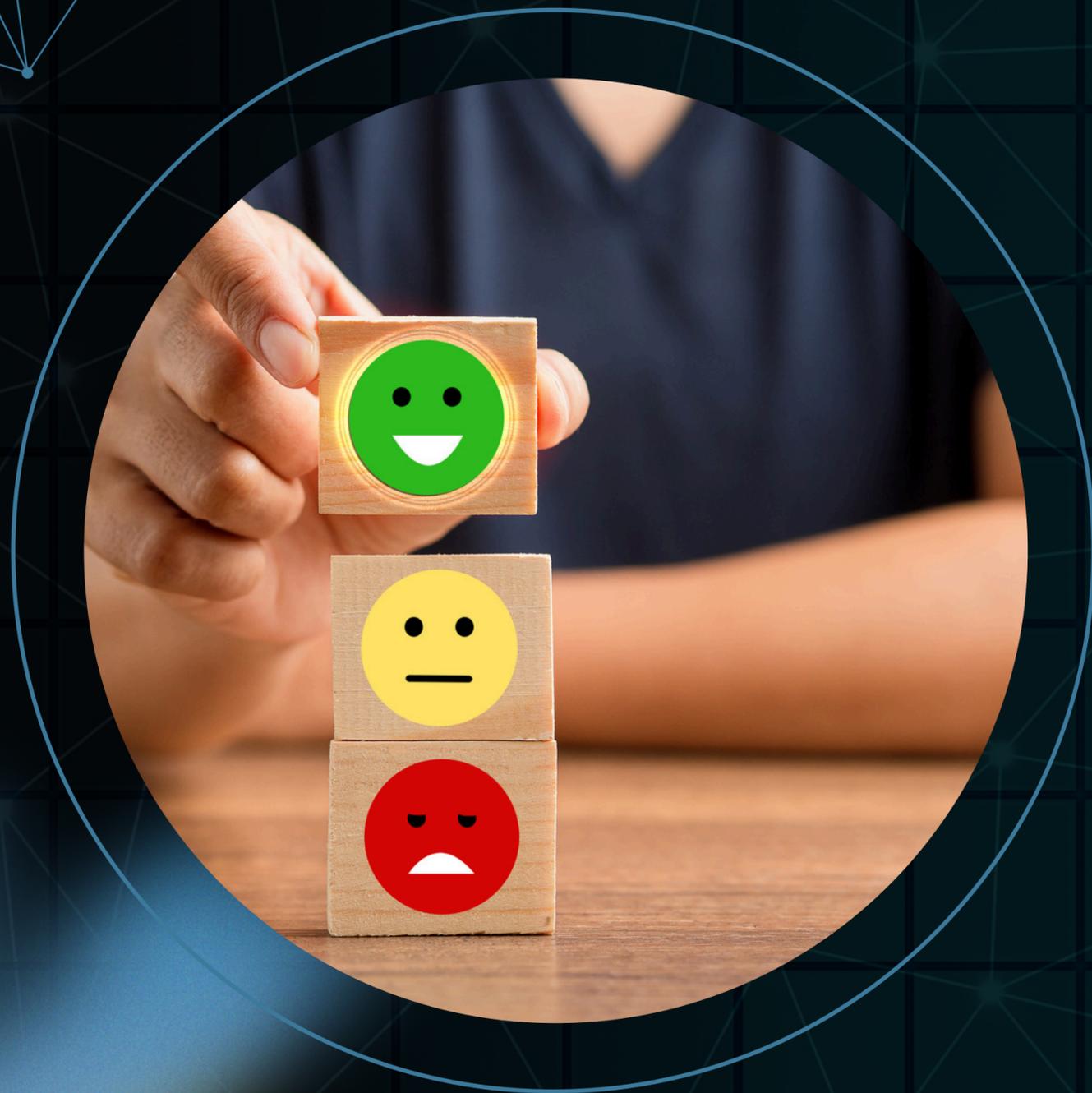
Client Communication: From Data to Decision

Golden Rules:

- Speak client language, not platform jargon
- Lead with outcomes → "Leads grew 20% after new creative"
- Frame dips strategically → "Learning phase, stabilizing in 3 days"
- Be proactive → "We'll test X next week to validate Y"

Clients remember clarity and confidence more than numbers.





Structure of a Client Update

Template:

1. What Happened
2. Why It Happened
3. What We're Doing Next
4. What We Need from Client

Example:

"Spend increased 15%, conversions steady → scaling early signals. We'll adjust bids and monitor CPA over the next 48 hrs."



Tone & Framing

- Confident, calm, and honest
- Back insights with data and visuals
- End every update with a forward-looking action

It's not about defending performance – it's about directing progress.

Key Takeaways

- Great Reporting = Clarity
- Great Analysis = Understanding
- Great Communication = Trust

Together, they turn data into decisions.

Thank You